

Fairbank,
Maslin,
Maullin,
Metz &
Associates

FM3

Public Opinion Research
& Strategy

TO: Interested Parties

FROM: Dave Metz & Miranda Everitt
Fairbank, Maslin, Maullin, Metz & Associates

RE: Results of a Survey of Arizona Voters on Establishment of the Greater Grand Canyon Heritage National Monument

DATE: January 28, 2016

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of registered Arizona voters likely to participate in the November 2016 election, in order to assess their views on protection of lands around the Grand Canyon.¹ **The survey found overwhelming voter support for establishing the Greater Grand Canyon Heritage National Monument,** with 80 percent saying they back its creation. This support is strong across political party, demographic group, and geography, with majority support in every major subgroup – including voters in the 1st Congressional District, which surrounds the Park. This support stems from a widespread belief that more needs to be done to protect the land, air and water around Grand Canyon National Park. More than three in five (61%) say they would be more likely to vote from a member of Congress who supported the creation of the Greater Grand Canyon National Heritage Monument.

Among the key specific findings of the survey are the following:

- **By a 43-point margin, voters say more needs to be done to protect land, air and water around Grand Canyon National Park.** As shown in **Figure 1** on the next page, nearly half of Arizona voters (48%) say *more needs to be done to protect the land, air and water around Grand Canyon National Park*. Just five percent say that “too much” is being done. The proportions are similar in the 1st Congressional District, where 47 percent say more needs to

¹ **Methodology:** From January 14-17, 2016, FM3 completed 500 telephone interviews (on both landlines and cell - phones) with likely November 2016 voters in Arizona, with an oversample of 200 interviews (yielding 258 total interviews) in the 1st Congressional District. The margin of sampling error for the study’s statewide results is +/- 4.4% at the 95% confidence level and +/-6.2% in the 1st CD; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.

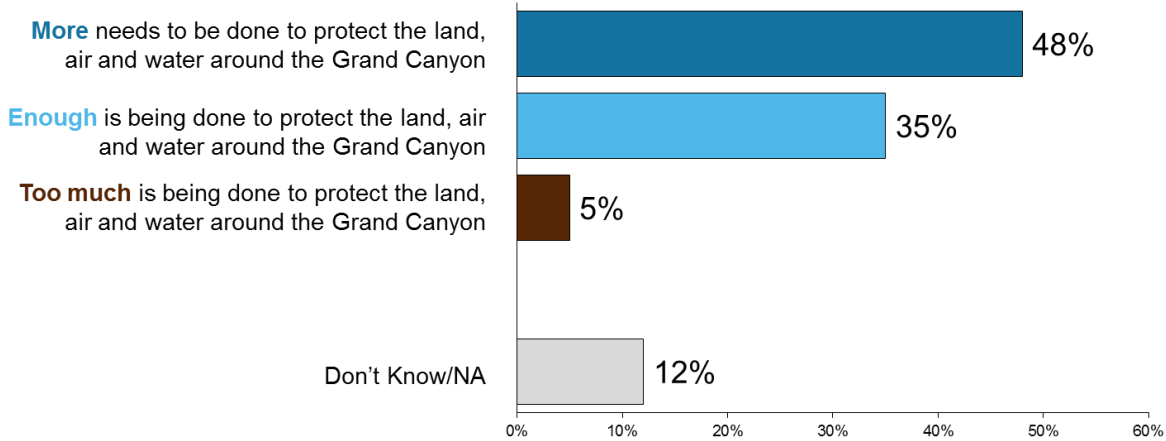
12100 Wilshire Blvd Suite 350
Los Angeles, CA 90025
Phone: (310) 828-1183
Fax: (310) 453-6562

1999 Harrison Street Suite 2020
Oakland, CA 94612
Phone: (510) 451-9521
Fax: (510) 451-0384

be done and just eight percent say “too much” is being done to protect the land, air and water around Grand Canyon National Park.

Figure 1: Support for Efforts to Protect the Grand Canyon

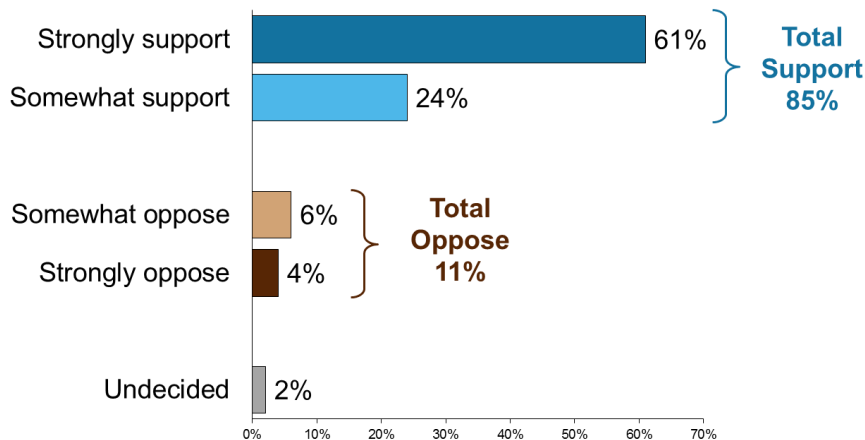
Thinking about the land, air and water around Grand Canyon National Park, would you say that ...



- **Arizonans overwhelmingly support the idea National Monuments generally.** After a brief description, 85% of Arizonans say they support the idea of designating protected lands as national monuments – including 61 percent who feel that way “strongly.” In contrast, only four percent “strongly oppose” the creation of Monuments (see **Figure 2**). In the 1st District, proportions again are similar, with 82 percent in support, 60 percent “strongly.”

Figure 2: Support for Creating National Monuments

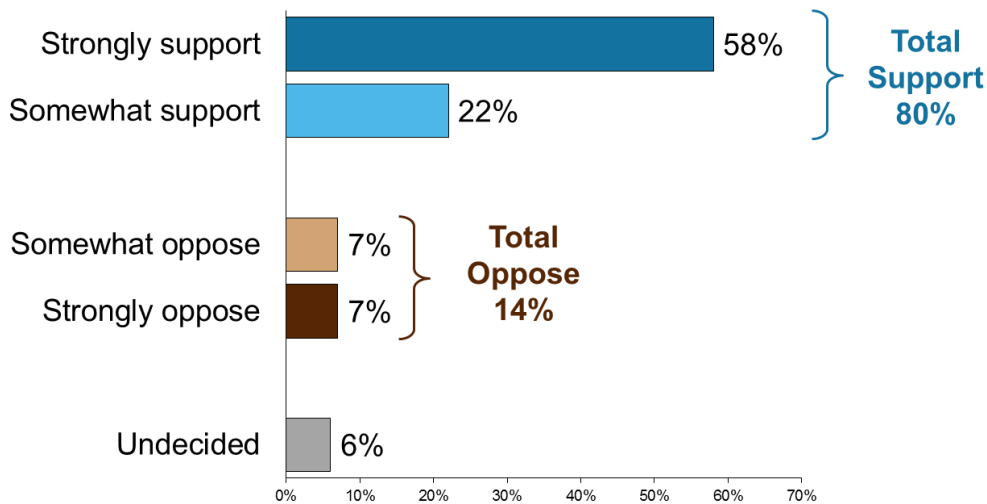
A national monument is protected public land that is designated by the President or Congress to preserve its natural, cultural, and historic features. This designation means these places get special care and protection. They are open to the public for recreational use but cannot be developed nor used for mining or extraction. The federal government manages and owns 117 National Monuments. Do you generally support or oppose the idea of designating protected lands as National Monuments?



- Four in five (80%) Arizonans support the establishment of the Greater Grand Canyon National Heritage Monument.** In addition, more than four times as many voters “strongly” support the monument (58%) as oppose it (14% total oppose), as shown in **Figure 3**. In the home of the current Grand Canyon National Park, the 1st Congressional District, 78 percent support the new monument, 56 percent strongly – results essentially no different from those statewide.

**Figure 3:
Support for a Greater Grand Canyon National Heritage Monument**

The Greater Grand Canyon Heritage National Monument would provide permanent federal protection for, and ban all new uranium mines on more than a million acres of public land surrounding Grand Canyon National Park. It would also protect hundreds of springs on both the North and South Rims of Grand Canyon that provide wildlife habitat, contribute to the Grand Canyon watershed, and feed the Colorado River. This land is home to more than 3 thousand ancient Native American sites, as well as sacred sites like Red Butte. National Monument status would allow public use for hiking, photography, school trips, some biking and grazing on these lands, while prohibiting development and mining. Having heard this, would you say that you support or oppose the establishment of the Greater Grand Canyon Heritage National Monument?



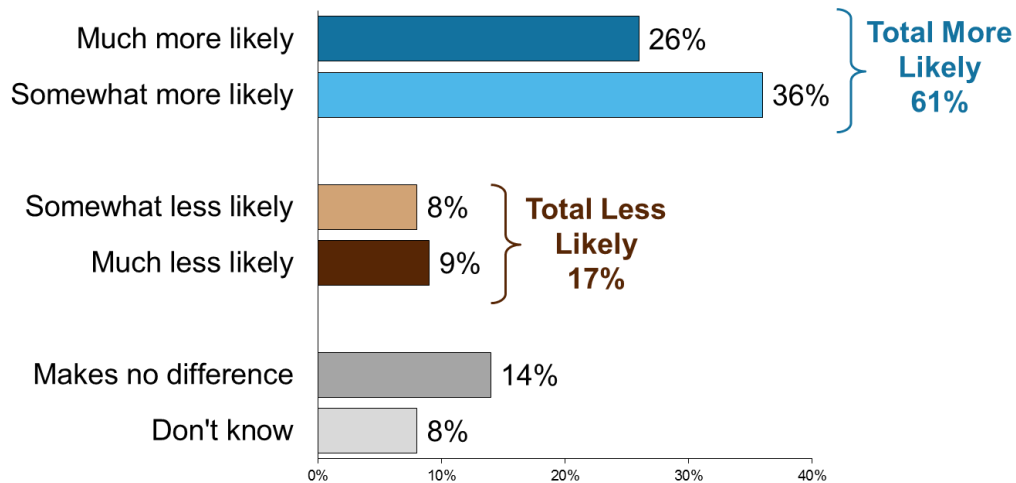
This support is robust across partisan and demographic groups, including:

- ✓ *Three-quarters (76%) of men and 84% of women;*
- ✓ *Sixty-five percent of registered Republicans, 84 percent of independents and nearly all Democrats (95%);*
- ✓ *Seventy-eight percent of residents in Congressional District 1, which contains the proposed Monument;*
- ✓ *Nearly four in five white voters (79%), 86% of Latino voters, and 87% of all voters of color, including Native Americans;*
- ✓ *Three-quarters (76%) of hunters and anglers; and*
- ✓ *Sizable majorities of those who live in big cities (81%), suburbs (83%), small towns (79%) and rural areas (73%).*

- **By a three-to-one margin, voters are more likely to back a member of Congress who supports the Greater Grand Canyon National Heritage Monument.** As shown in **Figure 4** below, more than three in five Arizonans (61 percent) they would be “more likely” to vote for a Congress member who supported the creation of the Monument. This perception cuts across partisan lines, including 77 percent of Democrats, 65 percent of independents, and a 46-percent plurality of Republicans. It also includes 62 percent of voters in Congressional District One, where the proposed National Monument is located.

Figure 4:
Impact of Support for the Monument on Views of Members of Congress

Suppose that your member of Congress supported the creation of this National Monument. Would that make you more likely or less likely to vote for them?



Overall, **these findings demonstrate the strong and broad appeal of the proposed Greater Grand Canyon National Heritage Monument.** Arizonans believe the land, air and water around the Grand Canyon need more protection, they support the creation of National Monuments in principle, and majorities in every major subgroup support the potential Greater Grand Canyon National Heritage Monument specifically. Arizona voters are also likely to carry those feelings over to Election Day – majorities are “more likely” to vote for a member of Congress who supports the establishment of the Monument.